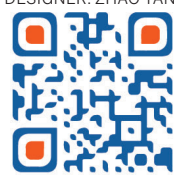


# BEIJING TODAY

## COMMERCE



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# Studio inspires child artists

Opened earlier this month, Ullens Center for Contemporary Art's new Creative Studio is an art education program designed to help children "express ideas and expand their minds."

Although inspired by similar museum programs in New York and Singapore, UCCA's takes a family-oriented approach that encourages parent involvement.

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二度人脉范围内的人才

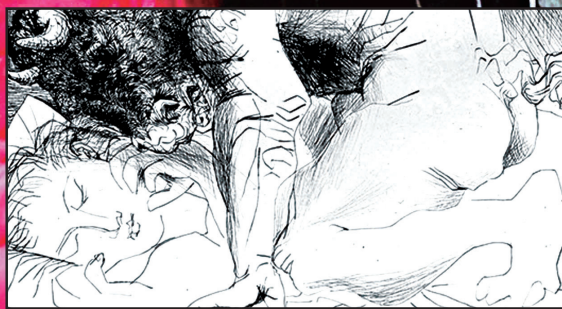
他们正在观望机会



**法律达摩老祖** 影响力:大于200  
法律/法律顾问/总裁/副总裁/5年以上  
1个共同好友, 他不排斥待遇明显提升的机会



**金融欧阳锋** 影响力:大于200  
金融/VC/PE/总裁/副总裁/10年以上



**Picasso prints arrive at National Museum**

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**Beijing's best kite flying locations**

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**Meet LinkedIn's main domestic competitor**

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# Recruitment site ties in domestic social media



Maimai attracts job seekers and employers with its gossip community and optional anonymizing settings.

By BAO CHENGRONG  
Beijing Today Staff

Although LinkedIn won an impressive 4 million users in the month since it entered the Chinese recruitment market, the business networking site faces fierce domestic competition.

Among the strongest is Maimai, a networking site created by Taou. Drawing on its experience in human resources and matchmaking, Maimai helps job seekers leverage their Chinese social media connections.

Maimai combs its users' address books and social media accounts to boost the number of connections needed to open second-level contacts.

To protect the privacy of applicants, Maimai allows its users to be anonymous.

Vast social network data helped Maimai avoid a cold start. Any social media contacts can be used, even if they are not Maimai members.

Like many recruitment sites, Maimai's biggest challenge is

keeping users active on the platform. Its core team operates career gossip communities centered on companies, schools and occupations.

Communities tend to attract managers and employees from their respective industries, but they are open to any users who want to interact in the circle.

Lin Fan, founder of Maimai, said the site's gossip community is one of its most effective tools for maintaining users.

The platform also helps employers to find qualified applicants. Employers can assign several first-tier connections to be "hunters" who spread recruitment information. By offloading the task of spreading job postings to a user's connections, they can find applicants with whom they have a common connection and who are less likely to be posting fake information.

"Hunters" select qualified candidates and send them invitations. Candidates who are not members of Maimai can receive and respond to the recruitment information through Sina Weibo.

Rather than offering a finder's fee, Lin said the company is planning to add a rating system for frequent hunters.

Lin said Maimai has 200 million users with 40 billion connections. The company's next planned feature would allow employers to shortlist a pool of candidates to assign to their network's headhunters.

# App offers tailored ideas for weekend outings

By BAO CHENGRONG  
Beijing Today Staff

Finding ways to relax after a hard week at work can be a job in itself, but the new app Wanzhoumo aims to simplify the process.

The app's recommendations combine local activities with short guides on trips to nearby scenic spots.

Wanzhoumo looks like a combination of Douban and Yaochufa.com, but a powerful recommendation system makes it far more useful.

The app integrates with QQ and Sina Weibo to recommend events preferred by your friends. It also learns which events you visit and offers suggestions that are tailored to each user's taste.

The product is marketed to

young workers with cars, said Zhou Peng, the company's founder. For most people in the demographic, locations of activities are not a major concern.

Zhou said Wanzhoumo is currently retooling its recommendation system to favor recommendations located closer to the user's home to make it more useful for non-drivers.

Short trips have proven more popular than long trips out of the province, and most users check Wanzhoumo for upcoming events twice each week.

Wanzhoumo is paid a commission for event tickets sold through its app and earns money off advertisements displayed on its platform.

The Android version has more than 20,000 users, and an iOS version was released on the Apple App Store earlier this month.



Wanzhoumo recommends local activities and short trips to nearby scenic spots.



# UCCA program aims to instill love of art in child learners

By BAO CHENGRONG  
Beijing Today Staff

As more companies and institutes rush to move their education programs online, Ullens Center for Contemporary Art (UCCA) is heading the other way.

This month marked the opening of the gallery's Creative Studio, a development space for children between the ages of 2 and 11 to "express ideas and expand their minds."

Carsten Mueller, general manager of the art education program, said the space was designed to give children the chance to interact with professional artists and experience museums.

People who do not visit museums before they turn 19 are unlikely to ever develop a deeper appreciation for art, Mueller said.

The studio occupies a room formerly used by the UCCA bookstore. Drawing classes are taught in a spacious auxiliary room.

Mueller said such art centers are common at museums in New York and Singapore, but UCCA's Creative Studio is China's first.

Drawing on his experiences in managing an education investment company in Singapore, Mueller began developing the program six months ago.

Li Xun, one of the teachers, led a class of three children on March 1. Lessons focused on observing and interpreting animal furs. Li asked each student to touch plush animal toys and gave each a magnifying glass to observe pictures of animals.

A three-and-half-year-old boy in Li's class was the keenest observer. He told Li that he spotted a polar bear's eyelashes. Another girl from Hong Kong was the most active, applying stickers shaped like crystal diamond to several animal masks.

The third student, a foreign girl, was the most active in answering questions. Li said that although she sometimes gave the wrong answer, she was not afraid of



Opening ceremony of UCCA's Creative Studio

Photo by UCCA/Bao Chengrong

making mistakes.

Joy Millan, head of program development, said Chinese children often face creative constraints and that their art education is process oriented. The new program is designed to help child participants express and expand on their own ideas.

The center uses a small class model with one teacher and no more than five to seven students.

Classes are only open to children, but parents are welcome to get involved in their children's creative work. One of the classes requires parents and their children to team up and design shoes.

Teachers from UCCA will also take the children on guided museum tours, after which the students will be encouraged to create their own art. Artists like

Song Kun, whose works were previously exhibited at UCCA, have also been invited to teach children.

Millan said the program has received positive feedback from the parents, and several have asked whether the center plans to open any similar adult education classes.

Besides drawing, UCCA is planning to open sound drama workshops for children.

Song Xi, who introduced a drama troupe to the studio, said the workshop will require the children to strike different objects and use the resulting sounds to express different emotions.

Millan said the classes may also add more Chinese elements, like culture lessons and an introduction to traditional media like Chinese ink and paper.





# Spain sends Picasso to celebrate diplomacy

By LIU XIAOCHEN  
Beijing Today Staff

Spain is celebrating 40 years of diplomatic ties to China with a special exhibition of the Picasso Suite Vollard at the National Museum of China.

The exhibit includes more than a hundred original works by Pablo Ruiz Picasso, all of which are appearing in China for the first time.

Picasso's Vollard Suite was produced between 1930 and 1937. It is named for his friend Ambroise Vollard, a famous art dealer.

These series was collected by the Instituto de Crédito Oficial (ICO) in 1991. It is widely considered the pinnacle of 20th century engraving by art historians.

The Vollard Suite features some of Picasso's most intensively creative moments. Its pieces are divided into six sections: Various Themes, Rembrandt, the Love Battle, the Sculptor's Study, the Minotaur and Portraits of Ambroise Vollard.

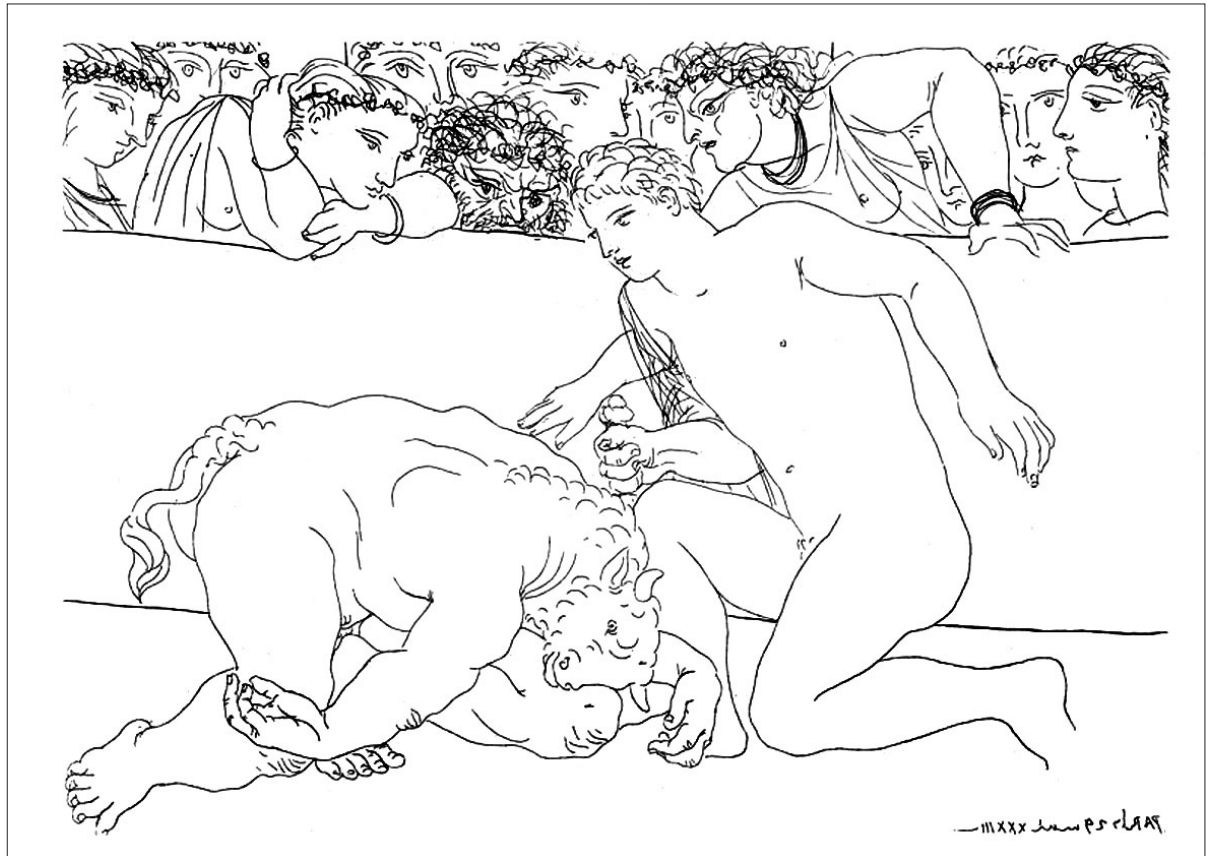
The works tell about Picasso's personal life and the evolution of his artistic thought, such as his aesthetic anxiety, passion, mania and confusion over his relationships with models and lovers.

The series also exhibits a variety of superb printmaking techniques: in the process of creation, Picasso learned almost as much as he created.

As a printmaker, Picasso straddled a world between the classical masters, who finished all their works completely alone, and the contemporary artists, who depended on imprint technicians.

Picasso left the most complex steps of painting and etching to the technicians but never allowed their manufacturing processes to affect the interpretation of his work.

The series was printed for its final time in 1939, shortly before Vollard's death that July. When the first



Minotaur vengido, 1933

Chumuseum.cn Photo

print was finished, the stamps and the other works that were not made public were taken to Vollard's private repository.

The Vollard Suite prints were first showcased at the Musée d'Art Moderne de la Ville de Paris in 1979. After that they were collected by the Picasso Museum in Paris.

The exhibition will remain open through April 28.

**When:** 9 am-5 pm, through April 28

**Where:** 16 Dong Chang'an Jie, Dongcheng District

**Entry:** Free

**Tel:** 6511 6400

# China, Switzerland cooperate to support top research teams

By LIU XIAOCHEN  
Beijing Today Staff

Sino-Swiss Science and Technology Cooperation (SSSTC) is seeking innovative biomedical and medical technology projects to support in its second joint research program.

The program will collect 10 projects, each of which will be eligible for up to 1.5 million yuan in support. Projects must last no more than three years.

Applications are due March 31. Qualified projects must include at least one Chinese and one Swiss party. Applicants are limited to submitting one project.

SSSTC is supplying extra funds to support Sino-Swiss academic exchange and cooperation, such as the Stepping Stone Symposia and other workshops, exchange grants, the Research-Innovation Community and follow-up grants.

This year's fund will be 130,000 Swiss



Last year's Stepping Stone Symposium met in Shanghai.

Ethz.ch Photo

Francs (897,000 yuan).

The Stepping Stone Symposia was founded in 2012 to provide an exchange platform. There have been five meetings in China and Switzerland to discuss

cancer research, neuroscience and medical technology. The next meeting will be in Switzerland this June.

Exchange grants can be used by researchers for related academic

exchange. Scholars working in the field of translational biomedical research medical technologies and clinical studies will be given preference in disbursements.

SSSTC will pay for visiting scholars' flight tickets and a portion of their cost of living. The duration of stay is 6 to 24 months.

Selected visiting scholars will participate in Sino-Swiss academic conferences for a period of 6 to 12 months.

The Research-Innovation Community is a program to help advanced researchers at Swiss scientific institutions communicate with their Chinese partners about science and technology.

SSSTC program is founded by Swiss State Secretariat for Education and Research (SERI) and Chinese Ministry of Science and Technology (MOST). The program strengthens cooperation and communication in science and technology between China and Switzerland.



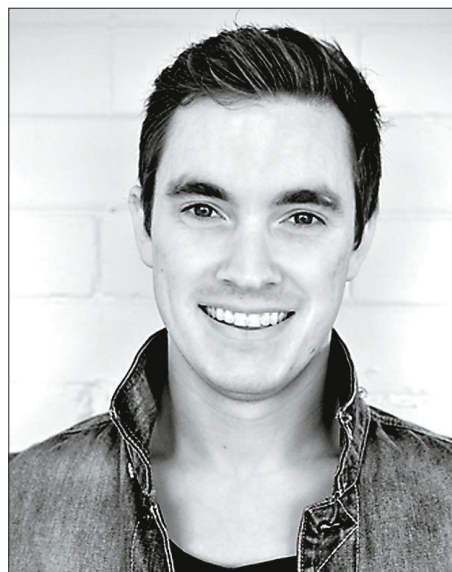
# Literature week brings Asian Aussie culture to readers



Jenevieve Chang



Benjamin Law



Jesse Braud



Oliver Phommavanh

Bookwormfestival.com Photos

By **LIU XIAOCHEN**  
*Beijing Today Staff*

The seventh annual Australian literary week is being organized by the Australian Embassy with events in nine Chinese cities from March 9 to 23.

Related activities will be held at bookstores, literary festivals, primary schools, middle schools, universities and libraries in Beijing, Shanghai, Chengdu, Guangzhou, Suzhou, Nanjing, Ningbo, Hohhot and Hefei.

This year's literature week will focus on Asian Australian writers.

Participants will have a chance to communicate with nine writers such as writer and illustrator Gabrielle Wang, Teheran-born poet, writer and literary critic Ali Alizadeh, Taiwan-born writer, drama and dance performer Jenevieve Chang, writer Alison Lloyd, Chinese Australian writer Benjamin Law, Thai Australian writer Oliver Phommavanh and French Australian Dominique Wilson.

Wilson's first full-length novel is being published this month. It discusses the situation of Australia and China in the 20th century and the importance of

friendship.

"I am very glad that we will focus on Asian Australian literature and celebration of contemporary Australian literature this year," said Australian Ambassador Frances Adamson. "We look forward to working with Chinese literature lovers to share these new perspective in literature."

The literature week includes a publishing forum, a key event in the Chinese and Australian publishing industries' annual cycle.

This year's forum will focus on digital publishing. Australian publishers will join

Chinese publishing executives for talks and negotiations in Beijing and Anhui.

The embassy is also cooperating with several Australian research centers in China to hold writing and college seminars.

**When:** Through March 21

**Where:** The Bookworm, Building 4, Nan Sanlitun Lu, Chaoyang District

**Tel:** 6586 9507

**When:** March 19 to 23

**Where:** Capital M, Floor 3, 2 Qianmen-Buxing Jie, Dongcheng District

**Tel:** 6702 2727

## Embassy assembles collection of Mexican impressionism

By **LIU XIAOCHEN**  
*Beijing Today Staff*

The Embassy of Mexico is bringing the country's world-famous impressionist art, film and music to Beijing in a new exhibition.

Titled *Expresiones Contemporáneas de México*, the contemporary art exhibition features 18 paintings and visual works by artists Roberto Arcaute, Manuel Rocha Iturbide, Vicente Rojo Cama, Vanessa Garcia Lembo, Arcangel Constantini, Maribel Portela, Jorge Ramirez, Ernesto Alva and Christian del Castillo.

Each piece captures the development of reality into imagination and represents the development level of Mexico's contemporary art.

The Embassy of Mexico is committed to promoting Mexican culture in China and deepening mutual understanding and friendship between the two countries.

"This exhibition aims to build a bridge



Photo provided by Mexican Embassy

between Mexican and Chinese culture and to promote ideological and cultural exchange," said curator Jose Luis Arcaute Rodriguez.

"We spent about four months preparing for this exhibition. There are many similarities between China and Mexico, especially in terms of historical and cultural inheritance," he said.

The exhibition is designed to appeal to the general public and people with an interest in Mexican culture.

"These exhibited works are representative of the Mexican art today," Mexican Ambassador Julian Ventura said.

**When:** 11 am-6 pm, Wednesday to Sunday, through March 21

**Where:** Arcaute Arte Contemporáneo Gallery, 56 Dongsí Jiutiao, Dongcheng District

**Email:** artspace666@live.com



# Early spring the season for kites



Square at Beijing Exhibition Center



Yongdingmen Gate Tower



Exhibition of non material cultural heritage



Beijing International Kite Festival 2013

By LIU XIAOCHEN

Beijing Today Staff

The warm weather and gentle gusts make early March the capital's favorite season for flying kites. As a bonus, the leafless trees make it a little easier to recover from any aviation failures.

Kite flying can alleviate visual fatigue and relieve stress, but a successful flight depends on having a wide open space with winds in excess of 12 kph.

There are plenty of places to fly a kite throughout the city if you don't want to battle the maze of strings in Tian'anmen Square.

## Haidian Park

Haidian Park is found on the corner of Northwest Fourth Ring Road. The spacious 40-hectare park is located between the Summer Palace, Zhongguancun Science and Technology Park, Tsinghua University and Peking University.

The park is not a popular scenic spot and only draws local visitors. As such, the traffic tends to be unusually light in spite of its nice environment. Haidian Park has plenty of green trees and lots of water.

The best places for flying a kite in the park include the music light fountain square, which can accommodate thousands of people, the central lawn and the pedestrian square at the north end of the park.

**Where:** 2 Xinjian Gongmen Lu, Haidian District

**When:** 6 am - 9:30 pm

**Entry:** Free

## Square of Beijing Exhibition Center

Beijing Exhibition Center is located in the bustling commercial area of Xizhimen. The large square between the center's gate and the McDonald's is its best place to fly kites.

Don't worry about arriving unprepared: the square has plenty of stalls selling equip-

ment for kites.

In addition to kite fliers, the square also attracts roller skaters and skateboarders. The theatre in the center also offers some entertaining performances, making the Exhibition Center a good destination for general relaxation.

**Where:** 135 Xizhimen Wai Dajie, Xicheng District

**When:** Everyday

**Entry:** Free

## Yongdingmen Park

Yongdingmen Park is located in Dongcheng District. The park's lawn is shaped like a boat and lined with trees.

Its boundaries are marked by the walls of Tiantan Park and the Yongdingmen Gate Tower. Yongdingmen Park's pavement and rest facilities look the same as the style used in Tiantan.

Winds coming off the Yongding River make the big square in front of Yongding Gate Tower a great place to fly kites.

**Where:** 18 Dong Binhe Lu, Yongdingmen, Dongcheng District

**When:** Everyday

**Entry:** Free

## Olympic Forest Park

Since the 2008 Beijing Olympic Games, the Olympic Forest Park has become a favorite destination for Beijingers seeking leisure activities.

The park is host to rolling hills, a lake and a wetland area. The flat area is especially suitable for flying kites, so many parents like taking their children there to teach them. The large parking lot outside the south gate is another good place to send up a kite.

**Where:** 15 Beichen Dong Lu, Chaoyang District

**When:** 9 am-5 pm everyday

**Entry:** Free



Kite over the Summer Palace

CFP Photos

### Tips:

Pick an afternoon with clear skies and winds that are at least 10 kph. Make sure to wear sunglasses to protect your eyes, since you will be looking up often.

Choose an open space where you will not risk coming in contact with cars or getting your kite tangled on electrical wires.

Stretch before you start flying your kite to prevent a muscle strain.

If your string appears tattered or broken, make sure to replace it. A kite that breaks free could injure someone when it finally comes crashing down.



## Art

## The Swiss Touch in landscape architecture

YUAN Space is presenting The Swiss Touch, an exhibition of landscape architecture curated by the renowned professor Michael Jakob.

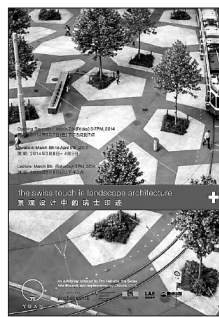
The exhibition provides an insight in the extreme richness and variety of Swiss landscape architecture. Since the 20th century, Switzerland has played an essential role in the evolution of landscape architecture. Leading projects by Swiss landscape architects can be found all over the world.

This exhibition, initiated by Pro Helvetia-The Swiss Arts Council and conceived by Laboratoire Choros, ENAC, EPFL, has been shown in France, Spain, Ireland, Switzerland and the US.

**Where:** Yuan Space, 20/F, Tower B, Jianning Center, 27 Dongsanhuan Bei Lu, Chaoyang District

**When:** Through April 5, 11 am-5 pm

**Email:** info@yuanspace.cn



## Picasso Suite Vollard

The result of a friendship that blossomed into artistic creation, The Vollard Suite is a series of prints that represents the technical and artistic peak of printmaking. Produced by Pablo Picasso from 1930 to 1937, the series was inspired by Picasso's friend Ambroise Vollard, a French art dealer.

**Where:** National Museum of China, 16 Dong Chang'an Jie, Dongcheng District

**When:** Through April 28, 9 am-5 pm (closed Mondays)

**Tel:** 6511 6400

## Music



## The Groove Collective

Hailing from all corners of the globe, members of The Groove Collective found each other in the cultural mosaic of Beijing's music scene. Their work channels the city's chaotic atmosphere into a very distinct kind of funk.

The Groove Collective is an international band with a sound that's both modern and traditional. The band injects their own style into every song and performance.

**Where:** Jianghu Bar, 7 Dongmianhua Hutong, Jiaodaokou Nan Dajie, Dongcheng District

**When:** March 14, 9-11 pm

**Price:** 40 yuan (door), 30 yuan (presale)

**Tel:** 6401 5269

## Daniel Waples, wizard of the hang drum

Daniel Waples, possibly the world's best hang drummer, is playing with DJ Kiran Patel & DJ Pole at Ink on March 22. The show will be his first live performance combining drumming with electro-house.

**Where:** Ink, 81 Electrical Research Institute (beside Salsa Caribe), Sanlitun Nan Lu, Chaoyang District

**When:** March 22, 10 pm-midnight

**Price:** 100 yuan (door), 50 yuan (presale)

**Tel:** 15701223422



## Stage

## Eugene Onegin opens at NCPA



Eugene Onegin, the first co-production of the Mariinsky Theatre and the National Center for the Performing Arts, is kicking off the 2014 NCPA Opera Festival.

The three-act opera is composed by Pyotr Ilyich Tchaikovsky. The libretto, organized by the composer and Konstantin Shilovsky, very closely follows certain passages in Alexander Pushkin's novel in verse, retaining much of the poetry.

Eugene Onegin is a well-known example of lyric opera, to which Tchaikovsky added dramatic music. The story concerns a selfish hero who lives to regret his blasé rejection of a young woman's love and his careless incitement of fatal duel with his best friend.

The opera was first performed in Moscow in 1879. The new production premiered at the Mariinsky Theatre on February 2.

**Where:** National Centre for the Performing Arts, 2 Chang'an Jie, Xicheng District

**When:** March 14-17, 7:30-10 pm

**Price:** 100-680 yuan

**Tel:** 8600208126

**E-mail:** book-holiday@hotmail.com

## Fleeing by Night at Balance Art



Fleeing by Night is a multidisciplinary performance that showcases modern dance in a collision between media forms.

Balance Art will bring a unique live scene to the 26th floor of a high tower in Dongzhimen. The theme of Fleeing by Night will be portrayed through contemporary art and an interactive video, providing a provocative visual experience.

Allow your senses to take off with the performers!

**Where:** Balance Art Center, 26/F, Tower A, Tianheng Plaza, 46 Dongzhimen Wai Dajie, Chaoyang District

**When:** March 16, 5-7 pm

**Price:** Free

**Website:** site.douban.com/thebodyacts/

## Communities



## 'History of China in a Nutshell'

From its origins along the edge of the Yellow River to its emergence as one of the world's fastest developing economies, this insightful and entertaining talk will help you understand the world's most populous nation.

How did the Kings of the Zhou Dynasty instigate corruption with their generous gifts; why were the Song and Tang Dynasties the peak of China's artistic achievement; and how did the colonial powers manage to get opium into China without breaking the law?

To find out the answers to all these questions and get a clearer understanding of how China became what it is today, head to Culture Yard's language school and check out this presentation from Newmantours.com, winner of the 2013 Tripadvisor Certificate of Excellence.

**Where:** Culture Yard, 10 Shique Hutong, Dongcheng District

**When:** March 16, 4-5 pm

**Tel:** 8404 4166

**Price:** Free



# Espring Water Purifier Performance

Amway is one manufacturer that thoroughly tests its products to verify their performance. Amway employs a team of scientists and engineers dedicated exclusively to water treatment system development. They have tested eSpring™ Systems extensively to verify performance claims.

## Ultraviolet Light Technology Performance Claims

- Certified by NSF International under NSF/ANSI Standard 55
- Based on third party testing, eSpring delivers a UV dose of 40 mJ/cm<sup>2</sup>, which is capable of destroying more than 99.99 percent of waterborne disease-causing bacteria and viruses

## System Performance Claims

- The cartridge treats 5,000 liters of water or one year
- Convenient, replaceable all-in-one filter and UV lamp cartridge
- More convenient than bottled water
- Easily attaches to most standard kitchen water faucets without special tools or plumbing connections
- System monitor indicates remaining carbon filter and UV lamp life
- Uses exclusive, patented technology.

## Exceeding the Highest Industry Standards

Enjoying clean, fresh-tasting water every time you turn on the tap is a main reason to choose the eSpring™ Water System, but it's not the only reason. From the certifications it has received, to its performance and technology, this is why eSpring is the best choice for quality water.



## Amway Espring Wins Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company Year Award for Fourth Time

Industry analysts at Frost & Sullivan measure performance through in-depth analysis and extensive research to identify best practices in the water filtration industry. On November 6, 2013, for the fourth year in a row, they awarded Amway the 2013 Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company of the Year Award for promoting high water quality standards in the Asia-Pacific region.

**Tel:** 0086-510-81192322  
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**Email:** sallytt007@hotmail.com  
**Web:** amway.com.cn

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**2<sup>nd</sup> Prize:** Amway cleaning products (RMB 50 value)



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